

# The 13th National Conference on Chronic Disease Prevention and Control

Prevention: Translating Research  
into Public Health Practice

Preliminary Program  
and Conference Registration



Westin Peachtree Plaza  
Atlanta, Georgia  
December 8–10, 1998



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention  
National Center for Chronic Disease Prevention and Health Promotion



# The 13th National Conference on Chronic Disease Prevention and Control

## Prevention: Translating Research into Public Health Practice

The Centers for Disease Control and Prevention (CDC) and the Association of State and Territorial Chronic Disease Program Directors (ASTCDPD) announce the *13th National Conference on Chronic Disease Prevention and Control—Prevention: Translating Research into Public Health Practice*. The Georgia Department of Human Resources will host the conference, which will be held at the Westin Peachtree Plaza in Atlanta, Georgia, December 8–10, 1998. Ancillary meetings will be held on December 7 and 11, 1998.

### Conference Objectives

- Increase knowledge and awareness of successful, cost-effective, public and private integrated approaches to reducing the health and economic burden of chronic disease.
- Provide opportunities for skill building in crosscutting areas.

Our collective goal is to promote the application of proven prevention strategies. Topics will include emerging chronic disease issues, public health and medicine, use of epidemiologic data for program planning, prevention research, and issues for at-risk populations. As in previous conferences, there will be an emphasis on interaction between federal, state, and local health departments, voluntary health agencies, professional organizations, and other interested groups—allowing participants to forge new working relationships and to build and strengthen coalitions and partnerships for the prevention and control of chronic disease as we move into the 21st century.

### Who Should Attend?

- Public health officials at the local, state, and federal levels.
- Managers, directors, and executives from affiliated voluntary and health professional associations.
- Health professionals, associations, and consultant partners in prevention and control activities and programs.
- Managers, directors, and executives from health management organizations.
- Physicians, nurses, nutritionists, health educators, and physical activity specialists.
- Other nongovernmental health professionals.
- Representatives from special interest groups.
- Academic and research staff from educational institutions.
- Public health students and faculty.

## Conference Cost

Early Registration (including payment, postmarked before November 13, 1998) ..	\$150
Late or On-site Registration .....	\$200
One-Day Registration .....	\$75
Student Registration .....	\$75

## Payment Method

ASTCDPD will accept corporate, agency, and personal checks and purchase orders for payment of registration fees. Payment must be included with your registration form.

Registration includes all materials, access to sessions and exhibits, continental breakfasts and breaks each day, and a Tuesday evening Gala Reception.

*Optional:* Additional fees are required for the ASTCDPD Business Meeting and Awards Luncheon on Tuesday (\$40) and for the Luncheon Roundtables on Wednesday (\$10).

## Participant Substitutions

Substitutions will be accepted by E-mail and fax through November 13, 1998. Substitutions received by this deadline will be transferred into the name of the new participant before on-site check-in. Substitutions after November 13 will be handled on-site.

## Cancellations

Cancellations received before November 13 will be refunded less an administrative fee of \$25. No refunds will be provided for cancellations received after the deadline.

## Continuing Education Credit

Certificates of completion will be awarded to physicians, health educators, nurses, and nutritionists who successfully complete documentation and attend classes. ASTCDPD is presently applying for Continuing Education Credit. Participants will register for credits on-site.

## Location

Host Hotel:	Westin Peachtree Plaza 210 Peachtree Street, NW Atlanta, GA 30303
Telephone:	(404)659-1400
Fax:	(404)589-7586

***Hotel reservation cut-off date is November 13, 1998***

We have blocked overnight rooms for this meeting at a rate of \$97 per night for a single room, and \$119.80 for a double room (tax inclusive). Your reservations must be made directly with the hotel before November 13 to ensure availability. To receive the conference rate, you must inform the reservation staff that you are calling for the *13th National Conference on Chronic Disease*. All reservations must be guaranteed with a first night's deposit. When calling the hotel, specify nonsmoking if desired.

## Travel Accommodations

We have made arrangements for a conference airfare. Airline reservations are to be made directly through GREENWOOD TRAVEL. When calling you need to mention that you are with the *13th National Conference on Chronic Disease*. Call during normal business hours (8 a.m. to 5 p.m.), Monday through Friday, Mountain Time. To obtain the conference rate call toll free: 1-800-523-2642

## Conference Check-In

The conference registration and information desk will be open the following hours during the week of the conference (on the *8th Level Terrace*).

Monday, Dec. 7 . . . . . 3:00 p.m. to 8:00 p.m.  
Tuesday, Dec. 8 . . . . . 7:00 a.m. to 7:00 p.m.  
Wednesday, Dec. 9 . . . . . 7:30 a.m. to 5:00 p.m.  
Thursday, Dec. 10 . . . . . 7:30 a.m. to 8:30 a.m.

## Exhibits

In conjunction with the conference, ASTCDPD is coordinating exhibits in the *6th Level Peach State*. Take this opportunity to find or update educational materials, including publications, videotapes, computer and software packages, public service programs and program guidelines in addition to information on and examples of successful prevention and control programs.

Exhibit hours are

Tuesday, Dec. 8 . . . . . 8:00 a.m. to 7:30 p.m.  
Wednesday, Dec. 9 . . . . . 8:00 a.m. to 5:30 p.m.

## Special Activities

### Wake-Up Activities

Start your morning off with an organized walk or run around downtown Atlanta or a lively aerobics class. This is a great way to get your daily dose of exercise and boost your energy, so don't forget to bring your sneakers and activewear. Offered Tuesday, Wednesday, and Thursday at 6:30 a.m. Reminder: Atlanta can be cold in December.

### Other Fitness Opportunities

All conference attendees can use the hotel's fitness center and pool for the duration of their stay for a \$5 charge (to be paid at time of guest room registration).

## Special Activities *(continued)*

### Continental Breakfasts and Breaks

ASTCDPD will host continental breakfasts and breaks on Tuesday and Wednesday. Breakfasts will be served from 7:30 a.m. to 8:30 a.m. in the *8th Level Peachtree Ballroom Foyer*. Also, there will be midmorning and afternoon breaks.

### ASTCDPD Business Meeting and Awards Luncheon

The ASTCDPD Annual Business Meeting and Awards Luncheon will be Tuesday, December 8, at 11:30 a.m., in the *8th Level Henry Grady*, cost \$40. To attend, please check the appropriate box on your registration form.

### Gala Reception

All conference attendees are invited to meet the presenters at the formal opening of the exhibits and posters. ASTCDPD will host this reception on Tuesday, December 8, from 6:00 p.m. to 7:00 p.m. in the *6th Level Peach State/Mart Bridge Foyers*.

### Luncheon Roundtables

This luncheon is open to all participants who have preregistered and paid for it. Please check the appropriate box on your registration form and enclose an additional \$10. To help with planning the luncheon roundtables, please indicate areas of interest (ranking them 1, 2, and 3) on your registration form. You will then choose the specific topics you wish to hear on-site on a first-come, first-served basis.

### Networking Breakfast

Join your colleagues and the presidents, past presidents, and president-elect of ASTCDPD, ASTPHND, CSTE, ASTDD, ASTDHPPE, and SOPHE during this closing breakfast from 7:00 a.m. to 8:30 a.m. on Thursday, December 10, 1998, in the *10th Level Plaza Ballroom*.

# Conference At-A-Glance

## Monday, December 7, 1998

3:00 p.m. Registration 8th Level Terrace

## Tuesday, December 8, 1998

6:30 a.m.	Wake-Up Activities	10th Level Fitness Center
7:00 a.m.	Registration	8th Level Terrace
7:30 a.m.	Continental Breakfast	8th Level Peachtree Ballroom Foyer
8:00 a.m.	Exhibits and Posters	6th Level Peach State
8:30 a.m.	Welcoming Remarks <i>Kathleen E. Toomey, MD, MPH</i> Director, Georgia Division of Public Health <i>Frank S. Bright, MS</i> President, ASTCDPD (Ohio)	8th Level Peachtree Ballroom
	Opening Plenary <i>Barbara DeBuono, MD, MPH</i> President, ASTHO (New York)	8th Level Peachtree Ballroom
9:45 a.m.	Break	8th Level Peachtree Ballroom Foyer
10:15 a.m.	Plenary <i>Communicating Public Health: Political and Media Advocacy</i>	
11:30 a.m.	ASTCDPD Business Meeting and Awards Luncheon	8th Level Henry Grady
11:30 a.m.	Concurrent Skills-Building Training <ul style="list-style-type: none"> <li>• Introduction to the Internet</li> <li>• Web Site Design</li> <li>• Development Tools for Publishing Data on the Web</li> <li>• Multimedia: Use of New Technologies in Public Health Outreach and Education</li> <li>• ASTCDPD and NCCDPHP Chronic Disease Program Orientation</li> </ul>	
1:15 p.m.	The training sessions above are repeated	
3:30 p.m.	Break	6th Level Peach State / Mart Bridge Foyers
2:30 p.m.	Concurrent Invited Sessions <ul style="list-style-type: none"> <li>• The Canadian Heart Health Initiative: Lessons for the</li> <li>• U.S. Cardiovascular Program</li> <li>• Tools That Work!: Creating Effective Diabetes Control Efforts in Significantly Affected Communities</li> <li>• National Strategies to Improve the Health of Adolescents and Young Adults</li> <li>• Women's Health —Translating Research into Public Health Policy</li> <li>• Today's Cancer Research Trends—Tomorrow's Public Health Benefits</li> </ul>	
4:00 p.m.	Concurrent Abstract Sessions	
6:00 p.m.	Gala Reception	6th Level Peach State / Mart Bridge Foyers

**Formal Opening of Exhibits and Posters with Presenters**

## Wednesday, December 9, 1998

7:30 a.m.	Registration	8th Level Terrace
7:30 a.m.	Continental Breakfast	8th Level Peachtree Ballroom Foyer
8:00 a.m.	Exhibits and Posters	6th Level Peach State
8:30 a.m.	Welcoming Remarks	8th Level Peachtree Ballroom
8:30 a.m.	Plenary Local Health Departments in the 21st Century Introduction: <i>Adewale Troutman, MD, MPH, Director</i> Public Health Services, Fulton County Health Department Speaker: <i>Tom Milne, MD</i> Executive Director, NACCHO	8th Level Peachtree Ballroom
9:30 a.m.	Break	8th Level Peachtree Ballroom Foyer
10:00 a.m.	Concurrent Invited Sessions <ul style="list-style-type: none"> <li>• Emerging Chronic Disease Issues</li> <li>• Eliminating Ethnic Health Disparities: Closing the Prevention Gap</li> <li>• Chronic Disease and Aging: The Challenge of an Aging Society</li> <li>• Public Health and Medicine</li> <li>• Prevention Research: Prevention Research Centers</li> </ul>	
12:00 noon	Luncheon Roundtables	10th Level Plaza Ballroom
1:30 p.m.	Concurrent Abstract Sessions	
3:30 p.m.	Break	8th Level Peachtree Ballroom Foyer
4:00 p.m.	Concurrent Workshop Sessions <ul style="list-style-type: none"> <li>• Translating Data into Public Health Practice</li> <li>• National Burden of Disease Study: Methods and Uses</li> <li>• Effective Communication in Public Health</li> <li>• Integrating Data Systems</li> </ul>	

## Thursday, December 10, 1998

6:30 a.m.	Wake-Up Activities	10th Level Fitness Center
7:00 a.m.	Networking Breakfast	10th Level Plaza Ballroom
7:30 a.m.	Registration	8th Level Terrace Foyer
8:00 a.m.	Concurrent Workshop Sessions <ul style="list-style-type: none"> <li>• "Healthy Days" Measures and Data: New Tools for States and Communities</li> <li>• Social Marketing</li> </ul>	
9:30 a.m.	Break	8th Level Peachtree Ballroom Foyer
9:45 a.m.	Closing Plenary <i>David Satcher, MD, PhD</i> (invited) Assistant Secretary for Health and Surgeon General <i>Jeffrey P. Koplan, MD, MPH</i> (invited) Director-Designate, Centers for Disease Control and Prevention <i>James Fries, MD</i> Professor of Medicine, Stanford University	8th Level Peachtree Ballroom
11:30 a.m.	Closing Remarks <i>James S. Marks, MD, MPH</i> Director, NCCDPHP <i>Phil Huang, MD, MPH</i> President-Elect, ASTCDPD (Texas)	
12:00 noon	Adjourn	

# Registration Form

## Four easy ways to register with ASTCDPD:

**Fax:** (202)408-1259

**E-mail:** lquinlan@astcdpd.org

**Telephone:** (202)408-1330

**Mail:** ASTCDPD  
Attn: Lois Quinlan  
1015 15th Street NW—Suite 403  
Washington, DC 20005

Name: \_\_\_\_\_  
First Middle Last Degree(s)

Title: \_\_\_\_\_

Name: \_\_\_\_\_  
As you wish it to appear on name tag

Organization: \_\_\_\_\_

Business Address: \_\_\_\_\_  
City State Zip

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Payment method (check all that apply):

- ☐ Purchase order enclosed ☐ Send me a receipt  
☐ Check enclosed

### Special needs:

- ☐ Check if you have any special needs  
Specify \_\_\_\_\_

### Fees (Check all that apply):

- ☐ Early Registration (\$150) ☐ ASTCDPD Business Meeting and Awards Luncheon (\$40)  
☐ Late or On-site Registration (\$200) ☐ Luncheon Roundtables  
☐ One-day Registration (\$75) Mark areas of interest on following page  
☐ Student Registration (\$75) ☐ Check for vegetarian meals

**Cancellations:** Cancellations received by **November 13, 1998**, will be refunded less an administrative fee of \$25.  
No refunds will be provided for cancellations received after the deadline.

**Registration Questions:** If you have questions regarding your registration, please contact Lois Quinlan at  
ASTCDPD (fax, telephone, E-mail, and mailing address are listed at the top of this page).

**Exhibits:** Call Jimm Murray at (307)777-6004 (Mountain Time), with any questions regarding exhibits.

# Registration Form

## Luncheon Roundtables

Select three areas of interest (rank in order of 1, 2, and 3 preference)

- |   |   |
|---|---|
| <input type="checkbox"/> Translating data into public health practice | <input type="checkbox"/> Cardiovascular disease, cancer, and diabetes |
| <input type="checkbox"/> Targeting at-risk populations                | <input type="checkbox"/> Emerging chronic disease issues              |
| <input type="checkbox"/> Prevention research                          | <input type="checkbox"/> Chronic diseases and aging                   |
| <input type="checkbox"/> Women's issues                               | <input type="checkbox"/> Communication                                |
| <input type="checkbox"/> Adolescent risk factors                      | <input type="checkbox"/> Public health medicine                       |

Note: If you plan to attend the Luncheon Roundtables, remember that the selection of specific topics will take place on-site on a first-come, first-served basis.

## Profession

(Check all that apply)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Dietitian       | <input type="checkbox"/> Physician              | <input type="checkbox"/> Epidemiologist       |
| <input type="checkbox"/> Nurse           | <input type="checkbox"/> Educator               | <input type="checkbox"/> Environmental Health |
| <input type="checkbox"/> Health Educator | <input type="checkbox"/> Media/Public Relations | <input type="checkbox"/> Health Administrator |
| <input type="checkbox"/> Student         | <input type="checkbox"/> Statistician           | <input type="checkbox"/> Other (specify)      |
- 

## Work Setting

(Check all that apply)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> CDC                           | <input type="checkbox"/> State Health Department | <input type="checkbox"/> Hospital               |
| <input type="checkbox"/> University                    | <input type="checkbox"/> Local Health Department | <input type="checkbox"/> Nonprofit Organization |
| <input type="checkbox"/> Managed Care/<br>Primary Care | <input type="checkbox"/> Other Federal Agency    | <input type="checkbox"/> Other (specify)        |
|  | <input type="checkbox"/> Voluntary Organizations |   |
- 

## Type of Work Activity

(Check all that apply)

- |  |                                   |  |
|--|-----------------------------------|--|
| <input type="checkbox"/> Patient Care                  | <input type="checkbox"/> Research | <input type="checkbox"/> Program         |
| <input type="checkbox"/> Planning                      | <input type="checkbox"/> Policy   | <input type="checkbox"/> Teaching        |
| <input type="checkbox"/> Administration/<br>Management |                                   | <input type="checkbox"/> Other (specify) |
-



# Program Preview

## Plenary Sessions

The four plenary sessions will feature a number of dynamic speakers widely recognized for their expertise and contributions to the prevention and control of chronic diseases. See conference schedule At-A-Glance to see the list of confirmed and invited speakers.

## Submitted Sessions

Selected oral, poster, and roundtable presentations from submitted abstracts will address a myriad of topics including translating data into practice, targeting at-risk populations, prevention research, public health and medicine, communication, women's health, adolescent's health, aging, cardiovascular disease, cancer, diabetes, oral health, obesity, and genetics.

## Workshop Sessions

These sessions will provide ample time for interaction and hands-on instruction and demonstrations in the following areas:

### Integrating Information Systems for Public Health

- Meeting the Requirements of the Health Information Portability and Accountability Act (HIPAA)
- Privacy and Confidentiality for Health Information
- Outcome Performance Measurement Using Health Information Systems
- Progress Toward Integrated Systems at CDC

### The National Burden of Disease Study: Methods and Uses

- What is the Definition of Disability-Adjusted Life Years (DALY)?
- How to Measure the Burden of Chronic Disease

### Translating Data into Public Health Practice

- Use of Epidemiologic Data for Program Planning
- Role of Epidemiology in Decision Making

### Effective Communication in Public Health

- Effective Use of Data to Communicate to Different Audiences
- Media Advocacy
- Advertising

### Social Marketing in Public Health

- What is Social Marketing?
- Successful Applications of Social Marketing in Public Health

### "Healthy Days" Measures and Data: New Tools for States and Communities

- How to Identify and Implement Appropriate Applications of the "Healthy Days" Health-Related Quality-of-Life Measures
- How to Interpret and Use the Measures on Available Population Surveillance Data

## Skills-Building Sessions

Back by popular demand, these sessions will provide basic instruction and information designed to increase participants' understanding and working knowledge in the following areas:

- Introduction to the Internet
- Web Site Design
- Tools for Publishing Data on the Web
- Multimedia—Uses of New Technology in Outreach and Education

## Special Invited Sessions

Ten special sessions featuring invited speakers are scheduled to run concurrently (5 invited sessions per day) and will address the following timely topics:

### **The Canadian Heart Health Initiative: Lessons for the U.S. Cardiovascular Program**

Leaders from the Canadian Heart Health Initiative will discuss lessons learned in initiating and maintaining their national program for the prevention of cardiovascular disease. Topics will include methods of partnering with voluntary associations for national policy changes, models for technical assistance to states, ways to measure progress and success, and statewide and nationwide diffusion of effective heart health interventions.

### **Tools That Work!: Creating Effective Diabetes Control Efforts in Significantly Affected Communities**

Significant benefits are gained by improving diabetes care, especially in terms of health care provider practices and self-management practices. However, some racial and ethnic populations are not benefiting from these research findings, often as a result of characteristics unique to that population or the community in which the population group resides. This session will present examples of effective diabetes control efforts.

### **National Strategies to Improve the Health of Adolescents and Young Adults**

The patterns of behaviors that are established during adolescence and young adulthood are important determinants of mortality and morbidity throughout adulthood. As part of the development process for the year 2010 national health objectives, means are being assessed to enable interested states to monitor and achieve selected critical objectives to reduce the leading causes of mortality and morbidity among adolescents and young adults. State adolescent health coordinators leading efforts to work with social institutions that might more effectively reduce

mortality and morbidity among young people. This session will present some of these activities and discuss methods that might improve the impact of the activities.

### **Women's Health—Translating Research into Health Policy**

Osteoporosis and cardiovascular disease significantly impact women's health. This session will provide an overview of the research that has been conducted in these areas and presenters will discuss how the research has been translated into policies and practices that will improve women's health.

### **Today's Cancer Research Trends—Tomorrow's Public Health Benefits**

Trends in key areas of cancer research and intervention included epidemiology, prevention, detection, delivery of services, and genetics. Reviews will show how these trends may influence state-of-the-art science and state-of-the-art practice when identifying the best opportunities for public health and community application

### **Emerging Chronic Disease Issues**

A number of exciting and controversial public health issues have been in the news recently. Experts in the areas of obesity, genetics, oral health, and alternative medicine will discuss these emerging issues as they relate to the prevention and control of chronic diseases.

### **Eliminating Ethnic Health Disparities: Closing the Prevention Gap**

Panelists representing the four ethnic minorities (African Americans, Native Americans or Alaskan Natives, Latinos, Asian or Pacific Islanders) will identify the specific risk factors and prevention needs of the population they represent, and what strategies are being used, or need to be used, to eliminate the health disparities. Each panelist will address these issues from his or her perspective as community leader, urban research center representative, government (federal, state, local) representative, or researcher.

## Special Invited Sessions *(continued)*

### Chronic Disease and Aging: The Challenge of an Aging Society

Chronic diseases are the largest causes of morbidity and mortality in the United States, and their importance will escalate significantly as our society ages. Presenters including Dorothy Rice, coauthor of *Chronic Care in America: A 21st Century Challenge*, will summarize the problem, emphasizing its urgency; Steven Clauser, HCFA, will discuss the cost of chronic diseases to the Medicare system; and Robert Kahn, coauthor of the newly released book *Successful Aging* will present the findings of the MacArthur Foundation's *Study of Aging in America*. A discussion of the Aging Network and the public health response to the growing epidemic of chronic diseases and the recommendations of a 1997 CDC work group will end the session.

### Public Health and Medicine

Opportunities for collaboration between practitioners of clinical health care and of public health have expanded dramatically in recent years. Underlying reasons for this trend include a growing demand on practitioners in both areas for cost containment and accountability; rapid technological advancement that increase capacity for assessment at the population level; and the advent of managed care, which increasingly confers on health care providers responsibility for not only the delivery of services but also the health status of defined populations. Examples of collaboration include applying public health assessment techniques to managed care settings, using clinical encounters to build community-wide databases, conducting community health assessments, and conducting training and research.

### Prevention Research

The CDC Prevention Research Centers (PRC) program was initiated in 1986 to provide a rigorous scientific underpinning for health promotion and disease prevention policies and practices and to translate that science into practice. The program applies current knowledge about health promotion and disease prevention directly to the benefit of the public's health, and it forges essential new linkages between participating academic health centers, public and private agencies and organizations, and the communities they serve. The program supports 14 university-based centers, which engage in research efforts that are fundamentally different from laboratory or patient-oriented research. Prevention research identifies and demonstrates the findings and products of basic research that can be translated into direct improvements in the nation's health—without such efforts, many research efforts may remain on the shelf and confer no benefit to the nation.

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Prevention: Translating Research into Public Health Practice

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DEPARTMENT OF  
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Centers for Disease Control and Prevention  
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